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## Optical Brighteners & Paper Whiteness, 4th-5th March 2009, Review

The Optical Brighteners & Paper Whiteness conference was hosted by Makowhiteness on 4th-5th March 2009 at the Radisson Edwardian Hotel, Heathrow, London.

Companies represented were as follows:

**Axiphos**

**Ciba**

**Clariant**

**Enkim**

**Igcar (Sponsors)**

**Kemira**

**Körsnas**

**Mondi**

**Paperchem Report**

**Portucel Soporcel**

**Tullis Russell**

**Voxvil**

After each of the presentations

there was a particularly interesting question & answer session. Makowhiteness would like to thank everyone who supported the event & in particular Igcar for their kind sponsorship. Even under the present market conditions it is clear that there are many products & ideas being evolved that can really help papermakers to reduce costs & improve value. Highlights of the event were:

- Review of the estimated market size & the OBA export figures for India & China
- OBA chemistry overview and raw material impurities etc
- New lightfastness test & results in coated papers
- An overview of Colorlok™ and its effect on OBAs
- Effect of Paper Whiteness on

print image

- New paper tinting systems
- Measuring paper by a new more accurate method where OBAs are used
- A new method of describing shade in white papers

We appreciate that not everyone could attend because of travel restrictions, therefore, there are a few copies of the colour printed conference handouts available to purchase for £225 + P&P (over 126 pages printed at 2 slides per page). To purchase please e-mail (see above right).



## Conference Feedback

All papers were rated out of 5 by all attendees, the total average score was 4.0, which is a particularly high standard for technical papers.

Everyone present reported that they would attend again & most recommended a 24 month period before the next event. The format & venue were agreeable to 100% of

attendees. Some examples of feedback follow:-

- “...thank you for organising such a successful conference...you managed to assemble a really interesting and dynamic group of people”
- “...a thoroughly enjoyable and informative couple of days...”
- ”Good handouts”

“Well organised, nice atmosphere”

“Got a lot of useful information out of the day”

“Excellent venue”

“Seminar concept is very amenable”

**Important Note: Makowhiteness ensures that all of its activities, including conferences, comply with international competition law in every case**

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### Special points of interest:

- We are considering holding a similar event in USA or Asia in around one year, please contact us to let us know your opinion by e-mail
- If you need extra copies of the handouts please ask us for a quotation to print and deliver more.
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